

CONTRACT



Journal Broadcast Group
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Milwaukee, WI 53212-1308
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www.todaystmj4.com

And:

American Media & Advocacy Group
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 365952 /		<u>Alt Order #</u> 06868957
<u>Product</u> Anti-Obama		
<u>Contract Dates</u> 10/31/12 - 11/05/12	<u>Estimate #</u> 3526	
<u>Advertiser</u> National Rifle Association		<u>Original Date / Revision</u> 10/29/12 / 10/29/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTMJ	<u>Account Executive</u> Anjanette Brady	<u>Sales Office</u> Petty-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u> 137	<u>Product Code</u> 490
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WTMJ	11/03/12	11/03/12	Saturday Night Live	1030p-1205a		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$2,000.00			
N 2	WTMJ	11/03/12	11/03/12	Notre Dame Football	230p-6p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$2,500.00			
D 3	WTMJ	11/04/12	11/04/12	NFL Sunday Night Football	7:15pm-10:30pm		:30			NM	0	\$0.00
N 4	WTMJ	11/03/12	11/03/12	Sports Special	130p-230p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$2,500.00			
N 5	WTMJ	11/04/12	11/04/12	Sports Special	130p-230p		:30			NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$2,400.00			
N 6	WTMJ	11/03/12	11/03/12	Sat Prime Movie	8p-10p		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				2	\$1,500.00			
N 7	WTMJ	11/04/12	11/04/12	Major League Soccer	230p-5p		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				2	\$2,000.00			
Totals											8	\$16,400.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/04/12	8	\$16,400.00	\$13,940.00
Totals	8	\$16,400.00	\$13,940.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.